

**A SEMIOTIC STUDY IN ADVERTISEMENTS OF
BEAR BRAND STERILIZED MILK
“PREVENTING” AND “RECOVERING” VERSION**

THESIS

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ABSTRACT

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Keywords: Semiotics, Sign, Connotative Meaning, Advertisement

Semiotics is well known as the study of sign. This study aims to analyze the signs and the meanings found in the advertisements of Bear Brand Sterilized Milk “preventing” and “recovering” version. There are two problems to be solved, namely: (1) What signs are found in advertisements of Bear brand Sterilized Milk “preventing” and “recovering” version?; (2) What meanings are found from the signs in advertisements of Bear Brand Sterilized Milk preventing” and “recovering” version?

This study is a qualitative approach which is conducted through descriptive method. This study applies Peirce’s three modes of signs to investigate the signs employed in the advertisements. Barthes’ connotative meaning concept is applied in this study to analyze the meaning of the advertisements. The research design is document analysis since the data are the seven advertisements of Bear Brand Sterilized Milk “Preventing” and “Recovering” version. There are 17 (seventeen) advertisements of Bear Brand Sterilized Milk and reduced to 7 (seven) samples of the advertisements which contain “Preventing” and “Recovering”.

There are 126 signs in total. The symbolic sign is mostly used in all advertisements. Every icon could be an index, and a symbol also could be an index. Each sign found in the advertisement has certain message related to the topic of the advertisements. The texts in the advertisements support the images to strengthen the meanings of the advertisements.

Based on the results of the study, two suggestions can be recommended. The next writers or researchers might use other versions of Bear Brand Sterilized Milk and they might analyze the data by using other semiotics theories, such as Peirce’s triadic model of sign, Saussure’s dyadic model of sign, theory of codes by Chandler, etc.

ABSTRAK

Saphan, Serry. 2014. **Penelitian Semiotika pada Iklan Susu Steril Bear Brand Versi “Pencegahan” dan “Pemulihan”**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah, (II) Didik Hartono

Kata Kunci: Semiotika, Tanda, Pemaknaan Konotatif, Iklan

Semiotika dikenal sebagai ilmu yang mempelajari tentang tanda. Penelitian ini bertujuan untuk menganalisa tanda dan makna pada iklan Susu Steril Bear Brand versi “pencegahan dan pemulihan”. Terdapat dua rumusan masalah di dalam penelitian ini yaitu (1)Tanda-tanda apa sajakah yang ditemukan di dalam iklan Bear Brand Susu Steril versi “pencegahan” dan “pemulihan”?; (2)Apakah makna dari tanda-tanda yang ditemukan di dalam iklan Bear Brand Susu Steril versi “pencegahan” dan “pemulihan”?.

Penelitian ini adalah penelitian kualitatif yang dilakukan melalui metode deskriptif. Penelitian ini menggunakan teori tiga *modes* yang dikemukakan oleh Peirce untuk menginvestigasi tanda yang ada pada iklan tersebut. Konsep pemaknaan konotatif oleh Barthes juga diaplikasikan dalam penelitian ini untuk menganalisa makna yang terkandung dalam iklan tersebut, Tipe penelitian ini adalah analisa dokumen karena menggunakan tujuh iklan dari susu steril Bear Brand versi “pencegahan” dan “perlindungan”. Jumlah keseluruhan iklan susu steril Bear Brand sebanyak 17 buah kemudian diambil 7 buah berkaitan dengan versi “pencegahan” dan “perlindungan”.

Penulis menemukan 126 tanda secara keseluruhan pada iklan-iklan tersebut. Simbol adalah tanda yang paling banyak digunakan di semua iklan tersebut. Setiap ikon adalah indeks, dan simbol bisa menjadi sebuah indeks pula. Kata-kata pada iklan mendukung tiap gambar untuk menguatkan arti dan maksud dari iklan tersebut.

Dari hasil studi ini, penulis mengusulkan dua saran: penulis berikutnya dapat menggunakan versi lain dari iklan susu Bear Brand dan di dalam menganalisa data menggunakan teori semiotika yang lain, seperti teori *tradic model* oleh Peirce, *dyadic model* oleh Saussure, teori tentang kode oleh Chandler, dan lain-lain.

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